CO-OPERATIVE NEWS

November 8 1 68

KEEN OFFER

EVER-READY, Personna and Colgate - Palmolive are launching their third joint promotion this year with a special offer to shavers of new Glydex treated Super Personna stainless steel blades free with Palmolive shaving products.

This latest on-pack offer features four major Palmolive lines: Large Lather containing two Ever-Ready Personna Glydex-coated super stainless blades at 3/3; Giant Lather (+ 3 free blades) at 4 10; Large Brushless (+ 2 free blades) at 3 3, and Giant Brushless (+ 3 free blades) at 4 10.

All prices quoted are suggested retail selling prices and represent in each case a free blade offer of 1 5 in the case of the 2-blade packs and 2/2 in the case of the 3-blade packs.

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CAMPAIGN

November 8 1968

Palmolive Blades bargain goes on

EVER-READY-Personna is giving away still more of its stainless blades on Palmolive lines.

Three blades, worth 2s 2d, are offered free with every Palmolive Giant Lather and Giant Brushless tube of shaving cream (retail 4s 10d) and two blades, worth 1s 5d, with the Large Lather and Brushless sizes (retail 3s 3d).

Earlier this year there were on-pack free blades with Palmolive Rapid Shave Instant Lather and Colgate shaving soaps.

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CHEMIST & DRUGGIST

October 26 1968

Shaving Champion.—A speed shaving championship organised by Ever-Ready Personna Co., Wellington House, 6 Upper St. Martins Lane, W.C.2, was held recently in which competitors were required to shave, using a Personna Glydex blade, in less than thirty-three seconds, the time set by Mr. Michael de Havilland-Geraghty, Personna's nominated champion. Four competitors succeeded in beating that time, thus earning for each of themselves a cheque for £50, which was presented to them by Miss Vicki Hodge a fashion model. Although Miss Hodge was one of the few females present at the gathering it must not be thought there was any lack of colour present, the first competitor providing more than his fair share of gore in the process of establishing a time of twenty-five seconds, the overall winners time being fifteen-and-a-half seconds.

THE DIRECTOR

October 1968

At times, the razor blade market looks like a battle royal for two. But the bright and breezy newcomer Personna claims that within two years it will capture a 25 per cent share. Its main plan of attack is based on free sampling. Already 3 million blades have been given away with tins of Tom Thumb cigars. The Total Oil Co. gives away a pack of blades with every four gallons of petrol. And Personna has plans for similar sampling approaches with other major companies.

A final tricky question: who buys the blades? It seems to be the women in the household. They are guided by their husband's preference, it appears, but many of them buy the blade that's 'handy' in the chemists. With the advertising aimed at the men, aren't the companies missing a trick?

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Source: https://www.industrydocuments.ucsf.edu/docs/rpjk0000